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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**Application Number** 

: 10/812,394

Confirmation No.:

1742

**Applicant** 

: Fuloria et al.

Filed

: 03/30/2004

Title

: Selectively Delivering Advertisements Based at Least in Part on

Trademark Issues

TC/Art Unit

: 3622

Examiner:

: Unknown

Docket No.

: 64557.000019 (GP-227-00-US)

Customer No.

: 21967

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

## SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicants are submitting herewith the attached Form PTO-SB/08A listing references for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Supplemental Information Disclosure Statement is being submitted prior to a first Office Action on the merits. Therefore, it is believed that no fee is required for consideration of this information. However, in the event any fee is deemed

necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

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By:

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PTO/SB/08A (10/01) (modified)

DEC 0 6 2005 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Substitute for form 1449A/PTO **Application Number** 10/812,394 **Filing Date** 03/30/2004 **INFORMATION DISCLOSURE** First Named Inventor Fuloria et al. STATEMENT BY APPLICANT **Art Unit** 3622 (use as many sheets as necessary) **Examiner Name** Unknown Sheet 1 of 1 **Attorney Docket Number** 64557.000019 (GP-227-00US) **U.S. PATENT DOCUMENTS** Pages, Columns, Lines, **DOCUMENT NUMBER** Cite Publication Date Name of Patentee or Where Relevant Passages or No. Number - Kind Code (if known) MM-DD-YYYY Applicant of Cited Document Relevant Figures Appear 6,230,170 05-08-2001 Zellweger et al. OTHER DOCUMENTS - NON-PATENT LITERATURE DOCUMENTS Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the \*Examiner Cite item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue Initials No. number(s), publisher, city and/or country where published TRANSLATION Chris Sherman, "Google Launches AdWords Select," February 20, 2002, 6 pages **EXAMINER SIGNATURE DATE CONSIDERED** \*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through

citation if not in conformance and not considered. Include copy of this form with next communication to applicant.